



2020 THANKSGIVING SOCIAL MEDIA PLAYBOOK



How to Use This Playbook

This document is a social media playbook for the 2020 Thanksgiving holiday period. It includes Thanksgiving specific content and assets, along with instructions, for the impaired driving campaigns. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts ahead of and during this holiday period may help save lives.

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Campaign Overview

Thanksgiving Impaired Driving Campaign Summary

Every Thanksgiving, Americans are given the opportunity to celebrate what they are thankful for with friends and family. In addition to the core Thanksgiving dinner, alcohol and, increasingly, marijuana have become mainstays in celebrating this holiday.

Although impaired driving is dangerous and prevalent year-round, Thanksgiving is one of the deadliest holiday periods on our roadways for impaired driving crashes. The Thanksgiving impaired driving campaign seeks to educate drivers about the dangers of drunk and drug-impaired driving.

Objectives

- ▶ Increase public awareness of the dangers of impaired driving
- ▶ Reinforce positive actions of not driving impaired
- ▶ Remind the public of alternatives to impaired driving and the importance of planning ahead – designating a sober driver or taking a taxi or ride share home
- ▶ Discourage impaired driving on Blackout Wednesday and throughout the holiday period

Thanksgiving Impaired Campaign Messaging Specifics

Blackout Wednesday

While impaired driving increases throughout the entire week of Thanksgiving, Blackout Wednesday, the night before Thanksgiving, is associated with heavy binge drinking and is known as one of the biggest drinking nights of the year. Alongside general campaign messaging, we provide messages to encourage people to “Boycott Blackout Wednesday” and not drive under the influence of alcohol on this specific day to tap into the larger conversation around the cultural event of Blackout Wednesday.

Drug-Impaired

Thanksgiving is heavily celebrated by marijuana users as it presents an opportunity to consume marijuana by cooking it into foods or “edibles” throughout the holiday weekend. The entire weekend is viewed as an opportunity to relax and gives marijuana users a reason to celebrate with like-minded peers, where they can bond over the activity of using and cooking with marijuana. Messaging specific to these users is provided in addition to general Thanksgiving impaired driving messages.

Thanksgiving Posting Strategy

The Thanksgiving holiday period is from Wednesday, November 25 to Monday, November 30. We encourage you to begin posting on Saturday, November 21, as many families begin to either travel or prepare for Thanksgiving festivities the weekend before. Posting should then continue throughout the week leading up to the holiday period to keep messaging of not driving impaired at the front of drivers' minds as they participate in different holiday celebrations.

Below are some relevant hashtags to use when posting about the impaired driving campaign:

- ▶ **#Thanksgiving**
- ▶ **#HappyThanksgiving**
- ▶ **#TurkeyDay**
- ▶ **#GivingThanks**
- ▶ **#BuzzedDriving**
- ▶ **#FeelDifferentDriveDifferent**

Messaging specific to "Blackout Wednesday" should be posted on Tuesday, November 23, and Wednesday, November 24, to reach those who may participate in the cultural holiday, reminding them about the positive behaviors they can take instead of driving impaired later that night and to plan ahead.

Below are some relevant hashtags to use in reference to "Blackout Wednesday:"

- ▶ **#BoycottBlackoutWednesday**
- ▶ **#BlackoutWednesdayBoycott**
- ▶ **#BuzzedDriving**

Social Media Content

This section contains shareable social media content for use during the Thanksgiving holiday period. Provided on pages [9-15](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 Twitter



 Facebook/Instagram

On the following pages, you will see additional graphic and post examples in a variety of sizes for the Thanksgiving impaired-driving campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into several sections based on creative concept and type of impairment. Both English and Spanish versions are provided.

English

- Keys Down – Pg. [9](#)
- Blackout Wednesday Statistics – Pg. [10](#)
- On the Menu (Alcohol) – Pg. [11](#)
- On the Menu (Drug) – Pg. [12](#)

Spanish

- Keys Down – Pg. [13](#)
- On the Menu (Alcohol) – Pg. [14](#)
- On the Menu (Drug) – Pg. [15](#)

Post Examples

Below are examples of how posts should look when published.

Facebook



1 Downloaded graphic from trafficsafetymarketing.gov.

2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



Keys Down (English)

STEP

1 Download graphics.

Download the "Keys Down" animation below at:
[Traffic Safety Marketing](#).

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- #ThanksgivingEve is Nov. 25. #BoycottBlackoutWednesday and stay safe on the roads! #BuzzedDriving Is Drunk Driving.
- Commit to sober driving this #Thanksgiving holiday, and every day! #BoycottBlackoutWednesday
- Use Thanksgiving Eve to prep for Turkey Day, not get wasted and drive. It is never okay to drive impaired. Join NHTSA as we Boycott Blackout Wednesday.

Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Blackout Wednesday Statistics (English)

STEP

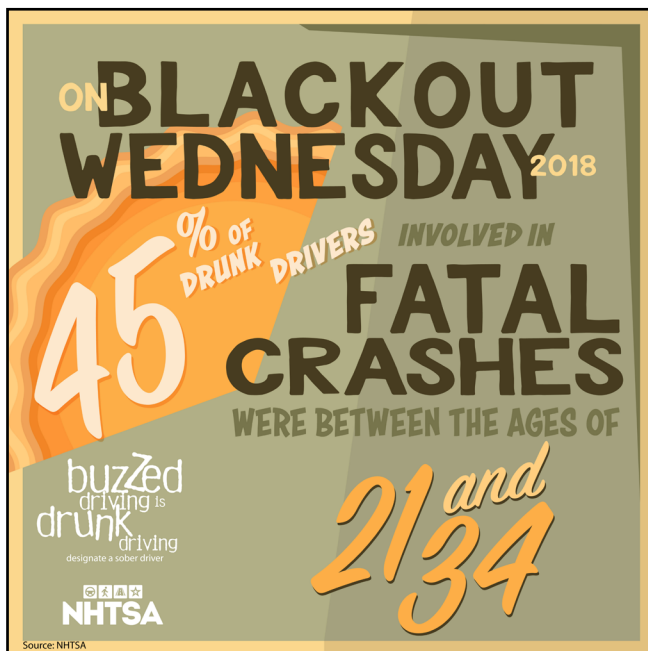
1 Download graphics.

Download the "BOW Stats" animation below at:
[Traffic Safety Marketing](#).

STEP


2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.



- The only thing that should make you feel funny in the car is the turkey tryptophan! Remember, it is never safe to drive impaired. Join @NHTSAgov as we #BoycottBlackoutWednesday.
- Nationally, it is illegal to drive with a BAC of .08 or higher except in Utah, where the BAC limit is .05. This #Thanksgiving, #BoycottBlackoutWednesday and commit to sober driving!
- This Thanksgiving Eve, let's spread the message about the dangers of impaired driving and Boycott Blackout Wednesday! Remember: Buzzed Driving Is Drunk Driving.

Sizes Available:

 Facebook/Instagram Posts
1200x1200
1000x1200

 Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Alcohol – On the Menu (English)

STEP

1 Download graphics.

Download the "On the Menu" graphic below at:
[Traffic Safety Marketing](#).

STEP



2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- Commit to sober driving this Thanksgiving holiday, and every day! Join NHTSA as we Boycott Blackout Wednesday.
- The only thing that should make you feel funny in the car is the tryptophan from the turkey you just ate! Remember, it is never okay to drive impaired by any substance. Join NHTSA as we spread the word about the dangers of impaired driving: Boycott Blackout Wednesday.
- Nationally, it is illegal to drive with a BAC of .08 or higher — no exceptions. In Utah, the BAC limit is .05. This Thanksgiving, join NHTSA as we Boycott Blackout Wednesday!

Sizes Available:

  Facebook/Instagram Posts
1200x1200
1000x1200

  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Drug – On the Menu (English)

Step

1 Download graphics.

Download the "On the Menu" graphic below at:
[Traffic Safety Marketing](#).


STEP


2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



Sizes Available:

 Facebook/Instagram Posts
1200x1200
1000x1200

 Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

- This #Thanksgiving, let's spread the message: If You Feel Different, You Drive Different. Drug-impaired driving is dangerous and illegal.
- Join @NHTSAGov as we spread the lifesaving message: If You Feel Different, You Drive Different. Never drive impaired!
- Never drive impaired, and commit to sober driving this #Thanksgiving holiday weekend, and every day!
- If You Feel Different, You Drive Different. This #Thanksgiving, join @NHTSAGov as we say no to drug-impaired driving!
- High, stoned or wasted – whatever you want to call it, it's impaired driving, and it's illegal. If You Feel Different, You Drive Different.
- This Thanksgiving holiday, let's spread the message about the dangers of drug-impaired driving! Remember: If You Feel Different, You Drive Different.
- Join NHTSA as we stay safe on the roads this Thanksgiving holiday weekend! Impaired? Hand the keys to a sober driver. Remember, If You Feel Different, You Drive Different.
- Commit to sober driving this Thanksgiving holiday, and every day! Join NHTSA as we spread this lifesaving message: If You Feel Different, You Drive Different.
- Make this a Thanksgiving to remember: Never drive impaired. If You Feel Different, You Drive Different.
- Whether drunk or drugged, impaired driving of any kind is dangerous and illegal. This Thanksgiving, help us spread this lifesaving message: If You Feel Different, You Drive Different.

Keys Down (Spanish)

STEP

1 Download graphics.

Download the "Keys Down" animation below at:
[Traffic Safety Marketing](#).



Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- La #VisperadelDíaDeAccióndeGracias es el 25 de noviembre. ¡#BoicoteaBlackoutWednesday y mantente seguro en las carreteras! #ManejarEntonado Es Manejar Borracho.

Translation: #ThanksgivingEve is Nov. 25. #BoycottBlackoutWednesday and stay safe on the roads! #BuzzedDriving Is Drunk Driving.

- Comprométete a manejar sobrio este #DíadeAccióndeGracias, ¡y todos los días! #BoicoteaBlackoutWednesday

Translation: Commit to sober driving this #Thanksgiving holiday, and every day! #BoycottBlackoutWednesday

- ¡Lo único que debería hacerte sentir raro en el vehículo es el triptófano del pavo! Recuerda que nunca es seguro manejar bajo la influencia. Únete a @NHTSAgov mientras #BoicoteamosBlackoutWednesday.o.

Translation: The only thing that should make you feel funny in the car is the turkey tryptophan! Remember, it is never safe to drive impaired. Join @NHTSAgov as we #BoycottBlackoutWednesday.

- Nacionalmente, es ilegal manejar con un BAC de .08 o más, excepto en Utah, donde el límite de BAC es .05. Este #DíadeAccióndeGracias, ¡#BoicoteaBlackoutWednesday y comprométete a manejar sobrio!

Translation: Nationally, it is illegal to drive with a BAC of .08 or higher except in Utah, where the BAC limit is .05. This #Thanksgiving, #BoycottBlackoutWednesday and commit to sober driving!

Alcohol – On the Menu (Spanish)


STEP


1 Download graphics.


Download the "On the Menu" animation below at:
[Traffic Safety Marketing](#).



Sizes Available:

 Facebook/Instagram Posts
1200x1200
1000x1200

 Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Esta víspera del Día de Acción de Gracias, ¡difundamos el mensaje sobre los peligros de manejar bajo la influencia y Boicoteamos Blackout Wednesday! Recuerda: Manejar Entonado Es Manejar Borracho.

Translation: This Thanksgiving Eve, let's spread the message about the dangers of impaired driving and Boycott Blackout Wednesday! Remember: Buzzed Driving Is Drunk Driving.

- Comprométete a manejar sobrio este Día de Acción de Gracias, ¡y todos los días! Únete a NHTSA mientras Boicoteamos Blackout Wednesday.

Translation: Commit to sober driving this Thanksgiving holiday, and every day! Join NHTSA as we Boycott Blackout Wednesday.

- ¡Lo único que debería hacerte sentir raro en el vehículo es el triptófano del pavo que acabas de comer! Recuerda, nunca es correcto manejar bajo la influencia de cualquier sustancia. Únete a NHTSA mientras difundimos la palabra sobre los peligros de manejar bajo la influencia: Boicotea Blackout Wednesday.

Translation: The only thing that should make you feel funny in the car is the tryptophan from the turkey you just ate! Remember, it is never okay to drive impaired by any substance. Join NHTSA as we spread the word about the dangers of impaired driving: Boycott Blackout Wednesday.

- Usa la víspera del Día de Acción de Gracias para prepararte para el Gran Día, y no para emborracharte y manejar. Nunca es correcto manejar bajo la influencia. Únete a NHTSA mientras Boicoteamos Blackout Wednesday.

Translation: Use Thanksgiving Eve to prep for Turkey Day, not get wasted and drive. It is never okay to drive impaired. Join NHTSA as we Boycott Blackout Wednesday.

- Nacionalmente, es ilegal manejar con un BAC de .08 o más — sin excepciones. En Utah, el límite de BAC es .05. Este Día de Acción de Gracias, ¡únete a NHTSA mientras Boicoteamos Blackout Wednesday!

Translation: Nationally, it is illegal to drive with a BAC of .08 or higher — no exceptions. In Utah, the BAC limit is .05. This Thanksgiving, join NHTSA as we Boycott Blackout Wednesday!

Drug – On the Menu (Spanish)

STEP

1 Download graphics.

Download the “On the Menu” animation below at:
[Traffic Safety Marketing](#).



Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Este #DíadeAccióndeGracias, difundamos el mensaje: Si Te Sientes Diferente, Manejas Diferente. El manejo bajo la influencia de drogas es peligroso e ilegal.

Translation: This #Thanksgiving, let's spread the message: If You Feel Different, You Drive Different. Drug-impaired driving is dangerous and illegal.

- Únete a @NHTSAgov mientras difundimos el mensaje que salva vidas: Si Te Sientes Diferente, Manejas Diferente. ¡Nunca manejes bajo la influencia!

Translation: Join @NHTSAgov as we spread the lifesaving message: If You Feel Different, You Drive Different. Never drive impaired!

- Nunca manejes bajo la influencia, y comprométete a manejar sobrio este fin de semana festivo del #DíadeAccióndeGracias, ¡y todos los días!

Translation: Never drive impaired, and commit to sober driving this #Thanksgiving holiday weekend, and every day!

- Si Te Sientes Diferente, Manejas Diferente. Este #DíadeAccióndeGracias, ¡únete a @NHTSAgov mientras decimos “no” al manejo bajo la influencia de drogas!

Translation: If You Feel Different, You Drive Different. This #Thanksgiving, join @NHTSAgov as we say no to drug-impaired driving!

- High, ajumado o en onda – como quieras llamarlo, es el manejo bajo la influencia, y es ilegal. Si Te Sientes Diferente, Manejas Diferente.

Translation: High, stoned or wasted – whatever you want to call it, it's impaired driving, and it's illegal. If You Feel Different, You Drive Different.

- Este Día de Acción de Gracias, ¡difundamos el mensaje sobre los peligros de manejar bajo la influencia de drogas! Recuerda: Si Te Sientes Diferente, Manejas Diferente.

Translation: This Thanksgiving holiday, let's spread the message about the dangers of drug-impaired driving! Remember: If You Feel Different, You Drive Different.

Continued: Drug – On the Menu (Spanish)

STEP

1 Download graphics.

Download the "On the Menu" animation below at:
[Traffic Safety Marketing](#).



Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- ¡Únete a NHTSA mientras nos mantenemos seguros en las carreteras este fin de semana festivo del Día de Acción de Gracias! ¿Estás bajo la influencia? Pasa las llaves a un conductor sobrio. Recuerda, Si Te Sientes Diferente, Manejas Diferente.

Translation: Join NHTSA as we stay safe on the roads this Thanksgiving holiday weekend! Impaired? Hand the keys to a sober driver. Remember, If You Feel Different, You Drive Different.

- Comprométete a manejar sobrio este Día de Acción de Gracias, ¡y todos los días! Únete a NHTSA mientras difundimos el mensaje que salva vidas: Si Te Sientes Diferente, Manejas Diferente.

Translation: Commit to sober driving this Thanksgiving holiday, and every day! Join NHTSA as we spread this lifesaving message: If You Feel Different, You Drive Different.

- Haz que este Día de Acción de Gracias sea inolvidable: Nunca manejes cuando estás bajo la influencia. Si Te Sientes Diferente, Manejas Diferente.

Translation: Make this a Thanksgiving to remember: Never drive impaired. If You Feel Different, You Drive Different.

- Ya sea que estás bajo la influencia de alcohol o drogas, el manejo bajo la influencia de cualquier sustancia es peligroso e ilegal. Este Día de Acción de Gracias, ayúdanos a difundir este mensaje que salva vidas: Si Te Sientes Diferente, Manejas Diferente.

Translation: Whether drunk or drugged, impaired driving of any kind is dangerous and illegal. This Thanksgiving, help us spread this lifesaving message: If You Feel Different, You Drive Different.

NHTSA Contact

If you have questions about the Thanksgiving campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov